



GIKS 2024



5th International Conference Global Interferences of Knowledge Society

1994 – 2024
30 years of Academic Economic Events



Romania

October 24-25, 2024

PARTNERS



SCIENTIFIC COMMITTEE

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GIKS HISTORY & EVENT CONTINUITY

This scientific event, the 15th in a series, is a legacy of the rich academic tradition of the Faculty of Economic Sciences from Valahia University of Târgoviște, Romania, since 1994.

- 📖 1994-2004: International conferences "Management of transition" (six editions).
- 📖 2008-2014: International seminar "European Spaces" (four editions)
- 📖 2016-2024: International Conference "Global Interferences of Knowledge Society" (five editions)

<https://giks.valahia.ro>

PROGRAM

Thursday, October 24, 2024

9.00 – 10.00

Participants registration (*B Building – Ground floor*)

10.00 – 10.30

Official Opening

(*B Building – Amphitheatre Paraschiv Vagu*)

Opening Speeches:

- Assoc. Prof. PhD. Maria-Cristina ȘTEFAN,
Dean of Faculty of Economics, *Valahia University of Târgoviște*
- Assoc. Prof. PhD. Ioan-Corneliu SĂLIȘTEANU,
Rector, *Valahia University of Târgoviște*
- Assoc. Prof. PhD. Claudia GILIA,
President of the Senate, *Valahia University of Târgoviște*
- Prof. PhD. Doina BANCIU,
President, *Academy of Romanian Scientists*
- Prof. PhD. Maria NEGREPONTI DELIVANIS,
President, *Doctor Honoris Causa Club of Valahia University of Târgoviște*
- Prof. PhD. Alain REDSLOB,
President, *Association Internationale des Economistes de Langue Française, France*
- Prof PhD. Marian-Ilie SIMINICĂ,
Executive Director, *Institute of Financial Studies, Romania*
- Prof PhD. Ion STEGĂROIU,
Former Dean, *Faculty of Economics, Valahia University of Târgoviște*

10.30 – 10.45

Coffee break (*B Building – Ground floor*)

10.45 – 13.15

Plenary Session (*B Building – Amphitheatre Paraschiv Vagu*)

Moderators:

Prof. PhD. Ion STEGĂROIU

Prof. PhD. Vinko KANDZIJA

- Alain REDSLOB, University Panthéon-Assas Paris II, France: *En prospective économique, le futur se conjugue parfois au passé. De quelques leçons de l'expérience*
- Maria NEGREPONTI DELIVANIS, Macedonia University of Thessaloniki, Greece: *Les BRICS préparent le nouvel ordre international*
- Kanji TANIMOTO, Waseda University, Tokio, Japan: *Corporate Political Responsibility and Corporate Activism in the Age of Sustainability Revolution: Beyond the Traditional Risk Management*
- Alain BURLAUD, Conservatoire national des arts et métiers, France :
 - *Video message from the general administrator of CNAM France*
 - *L'audit expectation gap : les auditeurs face à une injonction paradoxale*
- Maria NICULESCU, Cristina-Elena VOICU, CeSAD, West University of Timișoara, Romania : *Le passage du soft law au hard law en matière de durabilité. L'impact du nouveau rapport entre les règles de droits et la réalité sociale sur la théorie et la pratique du management*
- Dedhy SULISTIAWAN, Felizia Arni RUDIWARNI, Yudha ARYO SUDIBYO, Valentin RADU, University of Surabaya, Indonesia, Universitas Jenderal Sudirman, Indonesia, Valahia University of Targoviste, Romania: *Earnings predictability and countries' characteristics*
- Lyudmila MIHAYLOVA, Emil PAPA ZOV, University of Ruse "Angel Kanchev", Bulgaria, University of National and World Economy – Sofia, Bulgaria: *The Effective Business Model: Theoretical-Practical Issues*

Debates

13.30 – 14.45

Lunch (*Del Ponte Ballroom*)

15.00 – 16.30

Parallel Sessions (*B Building*)

Session I (*B Building, Room 002*)

Moderators:

Prof. PhD. Maria NICULESCU

Lecturer PhD. Cristina Maria VOINEA

Isabela STANCU (LIȚĂ), Florin RADU, Maria TOMA: *Cards as a key instrument in legislative measures for modernizing the payment system and combating tax evasion*

Elena Simona TACHE (BUZĂȚOIU), Florin RADU, Amalia Magdalena DĂNĂILĂ (CALAFETEANU), Monica Mihaela DRĂGAN (RADU): *Influence of accounting principles on reporting finance in budgetary institutions*

Ana-Rebeca NEAGU (ION), Beatrice - Elena GORE, Silviu Ionel STOICA, Florin RADU: *Partnership between the accounting profession and robotic systems, with the objective of improving the performance of the entity*

Silviu Ionel STOICA, Maria TOMA: *The role of internal control in public cultural organizations: Leveraging digitalization and Artificial Intelligence for enhanced accountability and efficiency*

Lorena PREDESCU, Maria NICULESCU: *La dette externe de la Roumanie : évolution et inscription dans le changement de paradigme au niveau international*

Session II (*B Building, Room 208*)

Moderators:

Prof. PhD. Florina BRAN

Assoc. Prof. PhD. Sorin BURLACU

Carmen Valentina RĂDULESCU, Ovidiu Andrei Cristian BUZOIANU, Sorin BURLACU, Florina BRAN: *The impact of the pandemic on the IT industry in Romania*

Ion PÂRGARU, Oana Camelia IACOB (PÂRGARU), Gabriel UȚĂ, Bogdan VĂTASE: *The digital transformation of public administration: global interferences of knowledge*

Ioan-Matei PURCĂREA: *Digital marketing and e-commerce in AI era*

Marius-Emanuel CARAGEA: *Modern perspectives on onboarding in 21ST century. New challenges for the military management*

Leliana DIANA (BOLCU), Andreea Cristina SAVU, Florinel CÎMPEANU: *Integration of digital tools in the tax system*

Florina BRAN, Carmen Valentina RĂDULESCU, Ovidiu Andrei Cristian BUZOIANU, Sorin BURLACU: *The impact of the geopolitical situation on inflation in the current period*

Session III (B Building, Room 312)

Moderators:

Prof. PhD. Constanța POPESCU

Lecturer PhD. Violeta Andreea ANDREIANA

Teodora Nicoleta PLEȘA, Iulian MISERCIU, Iliodor Tiberiu PLEȘA, Constanta POPESCU: *The performance of the public procurement in Romanian health system during 2019-2022. Perspectives on public procurement financed through the National Recovery and Resilience Plan in Romanian health system*

Cătălin Vasile IORDACHE, Constantin POPESCU: *Challenges of knowledge: Information Selection*

Silvia Elena IACOB, Georgiana – Tatiana BONDAC: *Artificial Intelligence in school organizations: the balance between technological demands and stress management*

Ion PÂRGARU, Oana Camelia IACOB (PÂRGARU), Gabriel UȚĂ, Bogdan VĂTASE: *Global Knowledge Ecosystems: social economy, responsibility and sustainable development*

Cosmin-Gabriel DINCĂ, Adrian Cosmin BAICU: *Particular aspects of the motivation of prison officers*

Session IV (B Building, Room 206)

Moderators:

Assoc. Prof. PhD. Alina Gabriela BREZOI

Prof. PhD. Nicoleta CRISTACHE

Mirela PANAIT, Alina Gabriela BREZOI, Irina Gabriela RADULESCU, Aurelia PATRASCU : *Energy transition in Romania - challenges and opportunities*

Horia Răzvan BOTIS, Madlena NEN, Anca BOGDAN, Alina Iuliana TĂBÎRCĂ: *The Impact of the Covid-19 Pandemic on the evolution of air traffic developed by Bucharest Airports National Company*

Nicoleta CRISTACHE, Adrian MICU, Oana PRICOPOAIA, Alexandru Sebastian CHIIAIA: *Analysis of the impact of communication campaigns on the images of organizations*

Liviu Marian MATAAC, Paul Tiberius COMAN, Gabriel NIȚĂ, Valentin RADU, Larisa GĂBUDEANU and Mircea Constantin ȘCHEAU: *Integration of artificial intelligence tools at the company level - causes and effects*

Adriana HORAICU, Marilena-Roxana ZUCA, Aura MUSTĂȚEA, Victor MUNTEANU: *Study on the use of financial – accounting information in determining ESG Scores*

Session V (B Building, Room 309)

Moderators:

Prof. PhD. Florin RADU

Assoc. Prof. PhD. Violeta STATE

Mahamat MOUTA DJIRABI, Mbatina NODJI NDILENGAR, Adine NGAMTEBAYE : *Inclusion financière et développement du secteur privé des pays de la CEEAC*

Ruxandra GRIGORESCU, Andreea-Nicoleta MATEI, Valerica SOARE: *Blockchain in Accounting Research and Practice: Current Trends and Future Opportunities*

Aboutayeb MOUSSANE, Mohamed ELAZZOUZI : *Enjeux et perspectives de l'adoption un modèle social centré sur la généralisation de la protection sociale de santé dans les pays en développement comme le Maroc*

Mustapha ZIKY, Anas LIMAM : *L'Assurance au Maroc : État des lieux et perspectives d'évolution*

Ruxandra GRIGORESCU, Daniela BULACU: *L'importance de l'éthique dans la profession comptable à l'ère du numérique. Opportunités et défis*

16.30 – 16.45

Coffee break (B Building – Ground floor)

16.45 – 18.15

Parallel Sessions (B Building)

Session VI (B Building, Room 206)

Moderators:

Prof. PhD. Gabriel CUCUI

Assoc. Prof. PhD. Camellia Ana FRĂȚILĂ

Khadija ESSALHI, Salah-Eddine KARTOBI: *Promotion and Adaptation of Agricultural Investments in Morocco in the Face of Climate Change: Challenges and Sustainable Strategies*

Iméne BELABBAS, Zhan SU: *What's Keeping Industries from Going Green? A Systematic Review of Global Value Chains and the Factors Shaping Eco-Friendly Transitions*

Camelia-Ana FRĂȚILĂ: *Le phénomène de la migration en Europe. Quelle intégration culturelle ?*

Marzouqa LAMSAF, Mariem Lioua EDDINE: *Comparative Analysis of Energy Policies and CO2 Reduction Strategies Between Developed and Developing Countries: An ARDL Panel Approach*

Waffa HABBACHI, Reda DJAOUAHDOU, Alina Iuliana TĂBÎRCĂ, Valentin RADU: *Les effets économique et toxique des plantes spontanées du Sahara Algérien contre la mouche de vinaigre*

Session VII (B Building, Room 309)

Moderators:

Prof. PhD. Răzvan Cătălin DOBREA

Prof. PhD. Valentin RADU

Mădălina Ioana MONCEA, Gabriela Loredana DINULESCU, Răzvan Cătălin DOBREA : *New approaches to funding mechanisms for the revitalization of rural communities*

Nicoleta CRISTACHE, Marian NĂSTASE: *Enhancing human collaboration in a data-driven business landscape*

Alina Gabriela BREZOI, Mirela PANAIT, Irina Gabriela RĂDULESCU, Aurelia PĂTRAȘCU: *Romania financial institutions as promoters of energy transition*

Melinda Timea FÜLÖP, George CORDOȘ, Dan Ioan TOPOR: *The role of digital audit for sustainable development*

Teodora Odette BREAZ, Ioana Andreea CILOMIC, Georgiana TRIF, Claudia Olimpia MOISA: *Higher education transformations in the digital era: challenges, opportunities and institutional adaptation to emerging technologies*

Laura-Andreea FLOREA, Maria-Magdalena APOSTOLACHE-FLOREA, Raluca-Andreea STOICA: *The information presented in the financial-accounting reports between the true image and validation by the financial audit*

Session VIII (B Building, Room 002)

Moderators:

Prof. PhD. Veronica ȘTEFAN

Senior Researcher PhD. Aurelian Constantin IONESCU

Sorinel CĂPUȘNEANU, Constantin Aurelian IONESCU, Bogdan-Ionuț STOLOJESCU, Elena VASILE: *Possibilities for implementing the balanced scorecard in a higher education institution*

Bogdan DRĂGULIN, Veronica ȘTEFAN: *Streamlining Romanian fiscal declarations: Development of a comprehensive management application*

Anișoara – Elena BELBE: *Generative AI in accounting: Optimizing financial reports and budget documentation in public institutions*

Veronica ȘTEFAN, Bogdan DRĂGULIN: *Modernization of fiscal administration through advanced technology*

Adriana HORAICU, Marilena - Roxana ZUCA, Georgiana - Janina SOARE, Victor MUNTEANU: *Sustainability and social responsibility – attributes of financial audit activity in the very near future*

Petronela-Alice GRIGORESCU, Alexandru Cătălin NEAGU: *Digitalization and the Challenges for the Accounting Profession*

Session IX (B Building, Room 312)

Moderators:

Prof. PhD. Valentina-Ofelia ROBESCU

Prof. PhD. Mircea Constantin DUICĂ

Constanța POPESCU, Loredana-Mihaela RÎNJEA: *Interindividual differences in the perception and management stress specific to the police environment*

Cornel ZAMFIRESCU, Maria-Luiza HRESTIC: *The role of motivational factors in achieving security leadership objectives*

Constanța POPESCU, Elena SUDITU PĂTRAȘCU: *Rethinking educational service quality management through innovation and sustainability*

Nicoleta Valentina FLOREA, Gabriel CROITORU, Liliana IOSIF (VUSEAN): *Social entrepreneurship – key role in developing the skills and competences of the workforce coming from disadvantaged backgrounds in Eastern Europe*

George PUIU, Mircea Constantin DUICĂ: *Social entrepreneurship – key role in developing the skills and competences of the workforce coming from disadvantaged backgrounds in Eastern Europe*

Adrian Cosmin BAICU, Cosmin Gabriel DINCĂ: *Optimizing human resource management in the healthcare system in Romania: challenges, opportunities and strategies for improving service quality*

Session X (B Building, Room 208)

Moderators:

Prof. PhD. Gabriel CROITORU

Assoc. Prof. PhD. Nicoleta Valentina FLOREA

Dan Ioan TOPOR, Melinda Timea FÜLÖP, Nicolae MĂGDAȘ: *The education for sustainable development*

Georgiana TRIF: *Cultural product development methodologies: adapting tradition to modern technologies*

Aurelia PĂTRAȘCU, Mirela PANAIT, Alina Gabriela BREZOI, Irina Gabriela RĂDULESCU: *Challenges and limitations in the use of AI technology in business*

Melinda Petronela COSTIN (LUCA), Teodor Florin CILAN: *Adapting economic sectors to the green deal: challenges and impact on competitiveness in European Union*

Constantin POPESCU, Maria-Luiza HRESTIC: *The coordinates of the management of the evolution towards the sustainability of organizations*

Teodora Odette BREAZ, Ioana Andreea CIOLOMIC, Georgiana TRIF, Claudia Olimpia MOISA: *Learning skills, innovation in human resource management*

19.00

Festive Diner

(Del Ponte Ballroom)

Friday, October 25, 2024

10.00 – 12.30

Parallel Sessions (B Building)

Session I (B Building, Room 208)

Moderators:

Prof. PhD. Marius Dan COMAN

Prof. PhD. Mihai MIEILĂ

Beatrice -Elena GORE, Carmen BULĂU, Silviu Ionel STOICA, Valentin RADU: *Integrating AI and Big Data in industry 6.0: Enhancing accounting information valorization and strengthening Internal Audit Systems*

Raluca Andreea STOICA, Alina Gabriela PROCOPIE (MAREȘ): *A comparative analysis of software solutions for consolidating financial statements in modern businesses*

Monica-Mihaela DRĂGAN (RADU), Elena-Simona TACHE (BUZĂȚOIU), Amalia-Magdalena DĂNĂILĂ (CALAFETEANU), Marius-Dan COMAN, Denisa-Mihaela COMAN : *Implementation of Blockchain technology in SME accounting and its impact on corporate performance: an analysis of factors and risks*

Laura-Andreea FLOREA, Raluca-Andreea STOICA: *Presentation and interpretation of information from financial statements in assessing the impact on the sustainability of an economic entity*

Florin RADU, Melinda Timea FÜLÖP, Valentin RADU, Dan Ioan TOPOR: *Why digital skills are vital for accountants*

Adriana HORAICU, Marilena - Roxana ZUCA, Georgiana - Janina SOARE, Aura MUSTĂȚEA: *The contemporary context and circumstances of digitalization of accounting and financial audit – necessity or condition of the evolution of the profession?*

Alina Gabriela PROCOPIE (MAREȘ), Raluca Andreea STOICA: *Comparison between Cloud Accounting Softwares and On-premise Accounting Softwares*

Session II (B Building, Room 312)

Moderators:

Prof. PhD. Anișoara DUICĂ

Assoc. Prof. PhD. Ileana-Crenguța SINISI

George STĂNESCU, Anișoara DUICĂ: *Change readiness for organizational change management - a case for an industry food organization from Romania*

Maria-Iuliana NICU-TEBEICĂ: *The essential role of motivation in the leadership process in the military organization*

Claudiu Gabriel STAN, Valentina-Ofelia ROBESCU: *The Features of Communication Management in the Military Organization*

Marinela (ANA) RUȘEANU, Anișoara DUICĂ: *Safety measures and risk prevention in hospitals*

Ileana-Crenguța SINISI, Cătălina RAȚIU (ILIE): *Occupational health and safety management SR EN ISO 45001:2023 in public hospitals*

Sorin Ion DUMITRASCU, Anișoara DUICĂ: *Overcoming financial barriers in circular economy business development*

Ciprian PETRESCU, Iulia MANGHIUC: *Burnout in organizations: determining factors and prevention strategies*

Session III (B Building, Room 206)

Moderators:

Prof. PhD. Delia Mioara POPESCU

Prof. PhD. Valentin RADU

Cătălina Loredana DRĂGHIA, Delia Mioara POPESCU, Cezar BRAICU: *Ethics in negotiation: Principles and practices in modern management*

Elena Cristina ION (STROE), Dorin IANCU: *Quality management in pre-university education: essential premise for increasing educational performance and efficiency*

Rodica RADU: *The role of school-family-community partnership management in preventing school dropout in gymnasium schools*

Irene Mihaela IONESCU: *Exploring the influence of leadership and managerial personality traits on the transformation of the Romanian pre-university educational system*

Elena-Cătălina ȘERBAN, Anișoara DUICĂ: *STA Management (The Science, Technology and Arts as access points for guiding managers in achieving goals)*

Andreea-Costina FIRĂSTRĂERU, Delia Mioara POPESCU: *The conceptual framework of organizational citizenship behaviour*

Marina Denisa CIUTOIU (ION), Delia Mioara POPESCU: *Organizational flexibility versus managerial flexibility. Their role in resilience management*

Session IV (B Building, Room 002)

Moderators:

Assoc. Prof. PhD. Luiza IONESCU

Assoc. Prof. PhD. Laura MARCU

Luiza IONESCU, Maria-Cristina ȘTEFAN, Mariana ZAMFIR: *Circular economy in the context of sustainable development*

Aida-Gabriela RADU, Laura MARCU: *Success criteria of online educational marketing*

Vinko KANDZIJA, Laura MARCU, Gabriel CUCUI : *Event promotion of touriste destinations*

Otilia CRĂCIUN (RADU): *The interplay of ecotourism, rural tourism and agritourism: A sustainable development strategy*

Maria - Cristina ȘTEFAN, Violeta-Andreea ANDREIANA, Georgiana Daniela STOICA: *Romania's place and competitiveness in international tourism*

Irina-Maria RĂDUCANU (ONCESCU): *Corruption risk management in modern society*

Cornelia Denisa IVAN: *Tradition an innovation in the history of some Romanian brands that are market leaders*

Session V (B Building, Room 309)

Moderators:

Assoc. Prof. PhD. Mihaela TEODORESCU

Assoc. Prof. PhD. Georgiana Daniela STOICA

Violeta STATE, Cristina - Maria VOINEA, Loredana - Cristina TĂNASE, Andor PAJROK: *Challenges of the accounting profession in accounting systems connected to taxation: Business taxation in Romania compared with Hungary*

Mihaela TEODORESCU: *Tendances récentes au niveau de la structure de financement des entreprises publiques cotées à la Bourse de Valeurs de Bucarest*

Ioan-Marius DRĂGOI, Cosmin-Alexandru ȘTEFAN, Alina Iuliana TĂBÎRCĂ:
Analysis of the impact of artificial intelligence on the labor market in the European Union

Laura MARCU, Miruna Ioana MANEA: *Differences in banking communication through the LinkedIn network*

Andrei MILOSI, Anișoara DUICĂ: *Impact of digitalization on the efficiency of management in social welfare institutions in Romania compared to international best practices: A comparison between Romania and Germany*

Ioana-Raluca GOLDBACH, Florin-Valentin BIDIREANU, Bianca CALAGIU (POPESCU): *The role of strategic management in the development and implementation of specific skills and the achievement of sports performance*

Violeta Elena DRĂGOI, Larisa Elena PREDA, Florina MOCANU, Ileana Iulia ISTUDOR: *Correlation and regression modelling of the influence of money supply on the inflation rate in Romania*

Raluca MIRCEA, Cristina Elena POENARU, Xiaoyu ZHAN: *Budget program versus budget execution in public institutions in Romania*

11.00 – 12.30

Parallel Workshops (B Building)

- ❖ New methods of scientific research in economics (Oxford Room)
- ❖ Challenges of artificial intelligence in supporting managerial decisions (Room 306)
- ❖ Intercultural dimensions in organizational culture (Room 008)

12.30 – 13.00

Closing conference (B Building – Oxford Room)

Moderators:

Assoc. Prof. PhD. Maria-Cristina ȘTEFAN

Prof. PhD. Valentin RADU

13.30 – 15.00

Lunch (Del Ponte Ballroom)

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